



Station Order Revised Add to Schedule Kaine for Senate 2012

Market: Norfolk-Virginia Beach

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

Estimate ID

12730

Contact: Eileen Baggett

Email: eileen.baggett@wavy.com

Phone: 757-393-1010

Fax: 757-396-6151

Direct: Angie Holden

WAVY-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
WAVY 5a News	EM	M-F	\$300.00	1				1			2
5:00 AM 6:00 AM		30	\$600.00								
Sold Out: Lowest Rate to Clear per WAVY.											
WAVY 6a News	EM	M-F	\$700.00		1		1				2
6:00 AM 7:00 AM		30	\$1,400.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Today Show	EM	M-F	\$700.00	1		1		1			3
7:00 AM 9:00 AM		30	\$2,100.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Today II	DT	M-F	\$300.00	1							1
9:00 AM 10:00 AM		30	\$300.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Days of Our Lives	DT	M-F	\$300.00	1							1
1:00 PM 2:00 PM		30	\$300.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Maury Povich	EF	M-F	\$125.00	1		1		1			3
3:00 PM 4:00 PM		30	\$375.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Anderson Cooper	EF	M-F	\$175.00		1		1				2
4:00 PM 5:00 PM		30	\$350.00								
Sold Out: Lowest Rate to Clear per WAVY.											
WAVY 5p News	EN	M-F	\$700.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30	\$3,500.00								
Sold Out: Lowest Rate to Clear per WAVY.											
WAVY 5:30p News	EN	M-F	\$700.00	1	1	1	1	1			5
5:30 PM 6:00 PM		30	\$3,500.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Saturday 6p News	EN	Sa	\$300.00						1		1
6:00 PM 7:00 PM		30	\$300.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Sunday 6p News	EN	Su	\$125.00							1	1
6:00 PM 7:00 PM		30	\$125.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Ent Tonight	PA	M-F	\$600.00			1		1			2
7:00 PM 7:30 PM		30	\$1,200.00								
Sold Out: Lowest Rate to Clear per WAVY.											

Chris Vail

Media Strategies and Research

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Date/Time Sent: 10/19/2012 10:03:33 AM

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				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
Insider	PA	M-F	\$600.00		1						1
7:30 PM 8:00 PM		30	\$600.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Law & Order SVU	PT	W	\$1,800.00			1					1
10:00 PM 11:00 PM		30	\$1,800.00								
Sold Out: Lowest Rate to Clear per WAVY.											
WAVY 11p News	LN	M-F	\$800.00		1		1				2
11:00 PM 11:35 PM		30	\$1,600.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Saturday 11p News	LN	Sa	\$800.00						1		1
11:00 PM 11:30 PM		30	\$800.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Sunday 11p News	LN	Su	\$800.00							1	1
11:35 PM 12:05 AM		30	\$800.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Tonight Show	LF	M-F	\$300.00			1		1			2
11:35 PM 12:35 AM		30	\$600.00								
Sold Out: Lowest Rate to Clear per WAVY.											
Station Gross Totals			\$20,250.00	7	6	7	5	7	2	2	36

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